MULTIMEDIA UNIVERSITY

STUDENT IDENTIFICATION NO

MULTIMEDIA UNIVERSITY

FINAL EXAMINATION

TRIMESTER 1, 2022/2023 (TERM ID 2210)

BMK3034 – EVENT MARKETING

(All Sections / Groups)

09 FEBRUARY 2023
9.00AM-11.00AM
(2 HOURS)

INSTRUCTIONS TO STUDENTS

1. This question paper consists of 1 page (excluding cover page) with 5 questions only.

2. Answer **ALL** questions. Mark distribution for each question is given.

3. Please write all your answers in this exam paper.

QUESTION 1

Explain the FOUR (4) categories of tourism events with appropriate examples.

20 Marks

QUESTION 2

Resource management is a part of event portfolio management strategies. Differentiate natural resources and man-made resources with appropriate examples.

20 Marks

QUESTION 3

Adapted from the Ansoff product-market expansion grid, the event-participant market expansion grid can be applied to destinations looking to grow the event product Explain market penetration with appropriate examples.

20 Marks

QUESTION 4

Explain with appropriate examples, FOUR (4) factors that can escalate a crisis during an event.

20 Marks

QUESTION 5

The 7M model of advertising is a model that involves 7 inputs that all start with the letter M. It is a very useful framework that helps you in managing your advertising efforts. Explain FOUR (4) inputs that you would find useful in promoting an event to create awareness for heart disease.

20 Marks

End of Page.